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U.S. DEPARTMENT OF AGRICULTURE

MAY 1963

AGRICULTURAL MARKETING SERVICE

U.S. DEPARTMENT OF AGRICULTURE

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CURRENT SERIAL RECORDS

50
YEARS

OF MARKETING SERVICE

AN EXHIBIT COMMEMORATING ESTABLISHMENT
OF A MARKETING AGENCY IN THE
U.S. DEPARTMENT OF AGRICULTURE
OPEN TO THE PUBLIC - MAY 20 - JUNE 21, 1963

DEPICTING USDA'S MARKETING SERVICES
THAT HELP BRING BETTER FOOD
AND FIBER AT LESS COST.....

1913
FROM



TO



1963

FARM



YOU



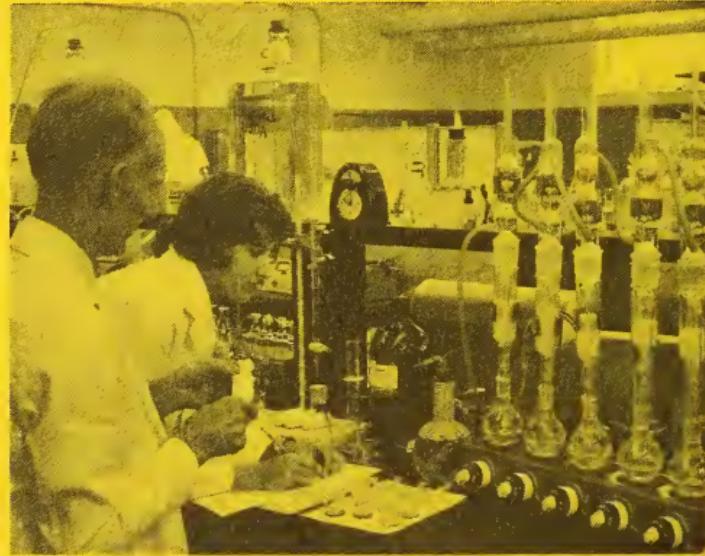
MARKETING RESEARCH

Marketing research centered in the Agricultural Marketing Service has done much to increase the efficiency and economy of the whole marketing system. It has helped to hold down marketing costs — costs that otherwise the consumer would pay in increased prices for food and clothing and the farmer would help to pay, too, in the form of lower prices for his products.

Marketing now costs more than 70 cents out of every dollar consumers spend for all farm products — but it might cost far more. For instance, labor costs alone would be \$7 billion more a year if marketing efficiency had not been improved since World War II.

Much of this increased efficiency can be attributed to marketing research — research which has found ways to reduce waste and spoilage, ways to reduce the number of times products must be handled, ways to cut the cost of transportation, faster and more objective ways to measure quality.

This work ranges from basic research into the very nature of living cells to the designing of modern food distribution centers. The results are saving us millions of dollars each year.





— GRADING — INSPECT

American consumers are getting food as wholesome — and as well suited to their tastes — as any people in the world. They are getting it for a smaller share of their incomes than any other people.

And one of the chief reasons is the grading, inspection, and standardization work done by the Agricultural Marketing Service.

These services help farmers to get the prices to which the quality of their products entitles them. They mean a tremendous saving in

REGULATION

Just as the modern supermarket is a long way from the oldtime grocery store, so regulation of marketing today is changing with the times.

This function is centered in the Agricultural Marketing Service which administers four major regulatory laws, the Packers and Stockyards





ON—MARKET NEWS—

time and money to those who buy and sell farm products. And they provide a valuable aid to the consumer who can depend on the USDA grade shield as a reliable guide to food quality.

Market news is helping farm producers from the citrus groves of Florida and California to the feedlots of Iowa and the truck farms of New Jersey to get better prices than they would be able to without it. And it, too, is one of the basic AMS services which help to advance the orderly and efficient marketing of this Nation's farm products.

Act, the Perishable Agricultural Commodities Act, the U.S. Warehouse Act, and the Federal Seed Act.

Through these laws, AMS serves as the regulator of trade, the guardian of free and open competition, the protector against misrepresentation and chicanery in marketing.



FOOD DISTRIBUTION

Through the work of the Agricultural Marketing Service, USDA puts our agricultural abundance to constructive use in programs that help people enjoy better diets and provide American farmers with expanded markets for their crops.

These programs are school lunch, special milk, direct distribution, food stamp, and plentiful foods.

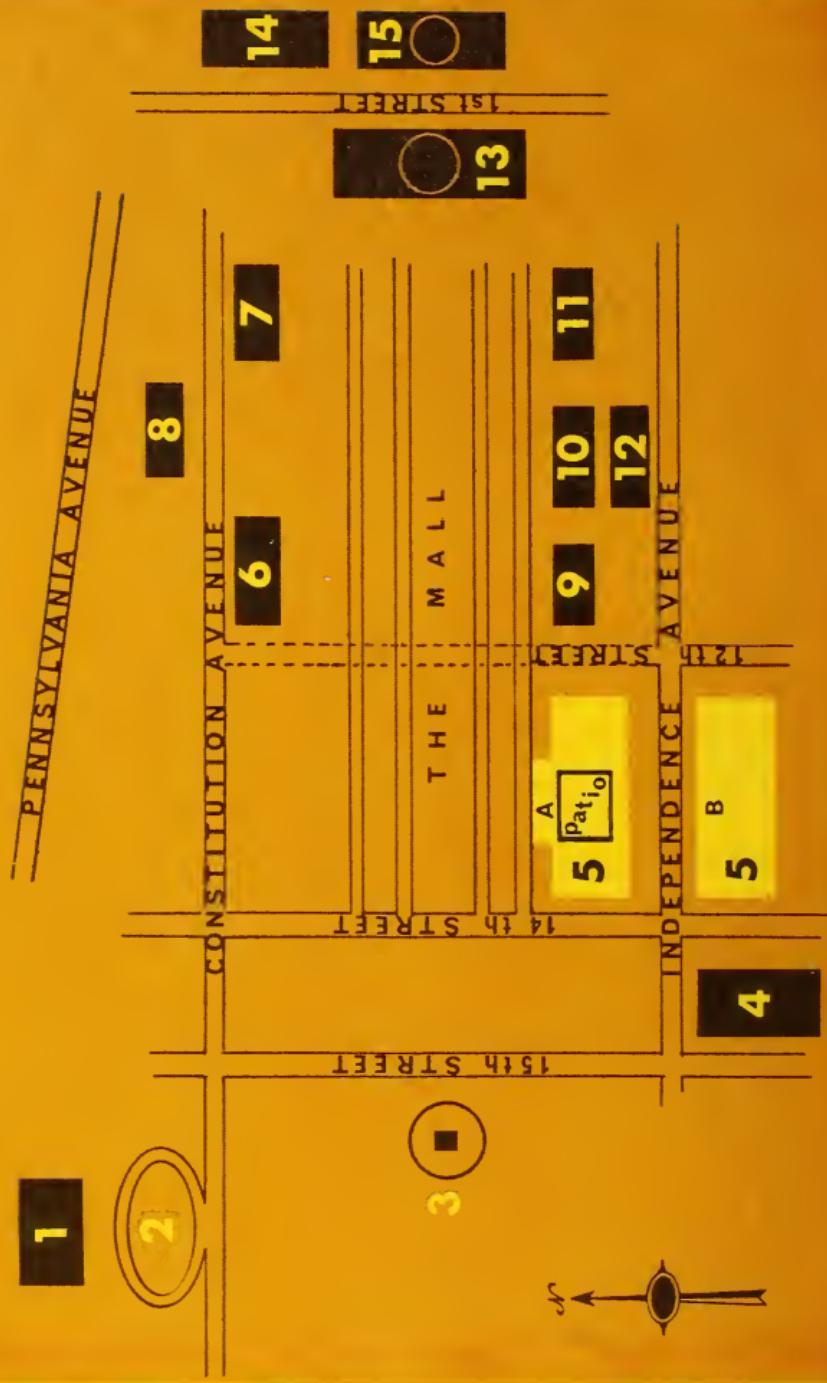
This is what they meant to the American people in 1962:

- *25 million people — school children, needy families, persons in institutions, victims of natural disasters — received 2.5 billion pounds of food.
- *14 million children — 1/3 of the school population — ate well-balanced lunches.
- *150,000 people enjoyed better diets through the food stamp program.
- *Increased sales through normal channels for food in plentiful supply — good buys for consumers.

And through the Food for Peace Program, people in 100 foreign nations received 2.7 billion pounds of U. S. food last year.



"50 Years of Marketing Service" will be on exhibit from May 20 through June 21, 1963, in the Patio of the Department of Agriculture Administration Building. The building is a short distance southeast of the Washington Monument, facing the Mall between 12th and 14th Streets, Southwest (see map). The exhibit will be open from 9:30 AM to 5:00 PM, Monday through Friday. Admission is free. You'll also find free movies in the adjacent Patio Theatre.



1. White House
2. Ellipse
3. Washington Monument
4. Bureau of Engraving and Printing
5. Department of Agriculture a. Administration Building b. South Building
6. Museum of Natural History
7. National Gallery of Art
8. National Archives
9. Freer Gallery of Art
10. Original building of Smithsonian Institution
11. Arts and Industries Building
12. Aircraft Building
13. Capitol
14. Supreme Court
15. Library of Congress